

AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: JANUARY 10, 2008

DEPARTMENT: PLANNING & DEVELOPMENT

DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT:

**ABEYANCE - SUP-25135 - SPECIAL USE PERMIT - PUBLIC HEARING -
APPLICANT: MOUNTAIN VIEW ESTATES - OWNER: THE JEWELERS, INC. 401(K)
PROFIT SHARING PLAN & TRUST - Request for a Special Use Permit FOR A PROPOSED
55-FOOT HIGH, 14-FOOT BY 48-FOOT OFF-PREMISE SIGN at 2411 Western Avenue (APN
162-04-406-011), M (Industrial) Zone, Ward 3 (Reese)**

IF APPROVED, C.C.: 02/06/08

IF DENIED, P.C.: FINAL ACTION (Unless appealed within 10 days)

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

0

City Council Meeting

0

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

0

City Council Meeting

0

RECOMMENDATION:

DENIAL

BACKUP DOCUMENTATION:

1. Location, Aerial and Special Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. Justification Letter

Motion made by GLENN TROWBRIDGE to Approve subject to conditions and amending Condition 4 as follows:

4. This Special Use Permit shall be reviewed in three (3) years, at which time the City Council may require removal of the Off-Premise Sign. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the Off-Premise Sign be removed.

Passed For: 6; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 0

GLENN TROWBRIDGE, SAM DUNNAM, DAVID STEINMAN, RICHARD TRUESDELL,
STEVEN EVANS, VICKI QUINN; (Against-None); (Abstain-BYRON GOYNES); (Did Not
Vote-None); (Excused-None)

NOTE: CHAIRMAN GOYNES disclosed that he has a business contract with the applicant in another jurisdiction and would abstain.

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Minutes:

COMMISSIONER TRUESDELL declared the Public Hearing open.

ANDY REED, Planning and Development Department, stated that there is no justification for the height of the sign and recommended denial.

MICHAEL McDONALD, Alpha Omega Strategies, 4908 Carmen Boulevard, appeared on behalf of the applicant and landowner. He explained that the signage would be specific only to the owner's jewelry business and no other jewelry signage will be displayed. MR. McDONALD explained that staff had concerns relative to the proposed widening of Western Avenue although no specific date had been determined. He stated that at the present time, the applicant wishes to utilize the property and when the expansion occurs will make the appropriate adjustments.

TODD FARLOW, 240 North 19th Street, asked whether the billboard would be seen from the freeway. MR. REED replied that it would be located on a local street frontage. MR. FARLOW voiced his approval confident it would be an attractive sign. MR. McDONALD responded that they would ensure the billboard blends in with the building.

BART ANDERSON, Public Works Department, referenced Condition 11 of the Special Use Permit. He explained that Western Avenue had been designated as a freeway arterial in accordance with the City's adopted Master Plan of Streets and Highways; therefore, Public Works had requested the pole be located outside of the designated area to accommodate future adjustment. MR. McDONALD concurred. COMMISSIONER EVANS asked whether it would be possible to have a period of reviews.

DEPUTY CITY ATTORNEY JIM LEWIS surmised that the applicant made a commitment on record to comply with Condition 11 by installing the pole outside of the future right-of-way. MR. McDONALD responded by asking that the billboard remain in its current location until such time as the expansion moves forward. COMMISSIONER DUNNAM stated that the Commission should be aware of the impact their decisions have on the City's future development. MR. ANDERSON, recognizing that if approved the item would move on to City Council, offered to work with the applicant to devise potential alternatives for the Council to consider.

MARGO WHEELER, Director of the Planning and Development Department, clarified that Condition 11 will remain as written. With regard to Condition 4, MS. WHEELER recommended amending the review period to three years.

COMMISSIONER TRUESDELL declared the Public Hearing closed.